WHAT IS CLAIMED IS:

1. A Web audience analyzing method for analyzing an audience of a Web page assembly constituted of at least one Web page by a computer, comprising the steps of:

acquiring related information including a designation of a Web page assembly related to the Web page assembly as an analysis object;

acquiring audience information with respect to the Web page assembly designated by said related information; and

executing an analysis processing based on the acquired audience information and acquiring evaluation information concerning said analysis object Web page assembly.

2. The Web audience analyzing method according to claim 1, wherein said related information is generated based on the designation of the Web page assembly which is related to said analysis object Web page assembly and selected from Web page assemblies present on a network.

3. The Web audience analyzing method according to claim 1, wherein said audience information is generated based on characteristic information of the audience, and a record of the Web page assembly browsed by the audience.

4. The Web audience analyzing method according to

claim 1, wherein said related information includes the designation of the Web page assembly linked with said analysis object Web page assembly in a predetermined relation.

5   5.   The Web audience analyzing method according to claim 4, wherein said related information includes the designation of the Web page assembly as a linker of said analysis object Web page assembly.

        6.   The Web audience analyzing method according to
10   claim 4, wherein said related information includes the designation of the Web page assembly having a linker common with the linker of said analysis object Web page assembly.

        7.   The Web audience analyzing method according to
15   claim 1, wherein said related information is generated based on the designation of the Web page assembly obtained as a linker of said analysis object Web page assembly by processing referrer information indicating the linker of a Web page accessed utilizing a link.

20   8.   The Web audience analyzing method according to claim 7, wherein said analysis processing comprises the steps of: obtaining the number of accesses utilizing a link to said analysis object Web page assembly from the Web page assembly designated by said related
25   information for each Web page assembly designated by said related information by processing said referrer information; and weighting the audience information

acquired in accordance with the number of accesses.

9. The Web audience analyzing method according to claim 7, wherein said analysis processing comprises the steps of: obtaining the number of users having utilized a link to said analysis object Web page assembly from the Web page assembly designated by said related information for each Web page assembly designated by said related information based on user identifying information transmitted from a terminal of the user having accessed a Web server, and said referrer information; and weighting the audience information acquired in accordance with the number of users.

10. A Web audience analyzing method for analyzing an audience of a Web page assembly constituted of at least one Web page by a computer, comprising the steps of:

inputting a designation of a Web page assembly as an analysis object;

acquiring related information including a designation of a Web page assembly related to said analysis object Web page assembly based on the designation of said analysis object Web page assembly;

acquiring audience information with respect to the Web page assembly designated by said related information;

executing an analysis processing based on the acquired audience information; and

providing evaluation information concerning said analysis object Web page assembly as a result of said analysis processing.

11. The Web audience analyzing method according to claim 10, wherein the designation of the analysis object Web page assembly is inputted via a network.

12. The Web audience analyzing method according to claim 10, wherein the evaluation information is provided via a network.

13. A computer readable computer program product for analyzing an audience of a Web page assembly constituted of at least one Web page, said program product comprising:

a first code that acquires related information including a designation of a Web page assembly related to a Web page assembly as an analysis object;

a second code that acquires audience information with respect to the Web page assembly designated by said related information; and

a third code that executes an analysis processing based on the acquired audience information and obtains evaluation information concerning said analysis object Web page assembly.

14. The computer program product according to claim 13, further comprising a code that selects the Web page assembly related to said analysis object Web page assembly from Web page assemblies on a network and

generates said related information.

15. The computer program product according to claim 13, further comprising a code that generates said audience information based on characteristic information of the audience, and a record of the Web page assembly browsed by the audience.

16. The computer program product according to claim 13, wherein said related information includes the designation of the Web page assembly linked with said analysis object Web page assembly in a predetermined relation.

17. The computer program product according to claim 16, wherein said related information includes the designation of the Web page assembly as a linker of said analysis object Web page assembly.

18. The computer program product according to claim 16, wherein said related information includes the designation of the Web page assembly having a linker common with the linker of said analysis object Web page assembly.

19. The computer program product according to claim 13, wherein said related information is generated based on the designation of the Web page assembly obtained as a linker of said analysis object Web page assembly by processing referrer information indicating the linker of a Web page accessed utilizing a link.

20. The computer program product according to

claim 19, wherein said analysis processing comprises the steps of: obtaining the number of accesses utilizing a link to said analysis object Web page assembly from the Web page assembly designated by said

5   related information for each Web page assembly designated by said related information by processing said referrer information; and weighting the audience information acquired in accordance with the number of accesses.

10   21.   The computer program product according to claim 19, wherein said analysis processing comprises the steps of: obtaining the number of users having utilized a link to said analysis object Web page assembly from the Web page assembly designated by said

15   related information for each Web page assembly designated by said related information based on user identifying information transmitted from a terminal of the user having accessed a Web server, and said referrer information; and weighting the audience

20   information acquired in accordance with the number of users.

22.   A computer readable computer program product for analyzing an audience of a Web page assembly constituted at least one Web page, said program product

25   comprising:

a first code that inputs a designation of a Web page assembly as an analysis object;

a second code that acquires related information including a designation of a Web page assembly related to said analysis object Web page assembly based on the inputted designation of the analysis object Web page assembly;

a third code that acquires audience information with respect to the Web page assembly designated by the acquired related information;

a fourth code that executes an analysis processing based on the acquired audience information; and

a fifth code that provides evaluation information concerning said analysis object Web page assembly as a result of said analysis processing.

23. The computer program product according to claim 22, wherein the designation of the analysis object Web page assembly is inputted via a network.

24. The computer program product according to claim 22, wherein the evaluation information is provided via a network.

25. A Web audience analysis system for analyzing an audience of a Web page assembly constituted of at least one Web page, said system comprising:

a related information acquiring section that acquires related information including a designation of at least one Web page assembly related to the Web page assembly as an analysis object;

an audience information acquiring section that

acquires audience information with respect to the Web page assembly designated by the related information acquired by said related information acquiring section; and

5   an analysis processor that executes an analysis processing based on the audience information acquired by said audience information acquiring section and obtains evaluation information concerning said analysis object Web page assembly.

10   26.   A Web audience analysis system for analyzing an audience of a Web page assembly constituted of at least one Web page, said system comprising:

     an input section that inputs a designation of the Web page assembly as an analysis object;

15   a related information acquiring section that acquires related information including a designation of a Web page assembly related to said analysis object Web page assembly based on the designation of the analysis object Web page assembly inputted by said input

20   section;

     an audience information acquiring section that acquires audience information with respect to the Web page assembly designated by the related information acquired by said related information acquiring section;

25   an analysis processor that executes an analysis processing based on the audience information acquired by said audience information acquiring section; and

a result notifying section that provides
evaluation information concerning said analysis object
Web page assembly as a result of the analysis
processing by said analysis processor.